



KSHB-TV

ORDER

Flight Dates **11/03/12-11/06/12**

Contract / Revision **316726 /**

Original Date / Revision
11/02/12 11/02/12

Advertiser**Majority PAC**

Agency **Waterfront Strategies**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Senate Majority Pac

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:30:00

Estimate # **SMP Add**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	20	\$25,500.00	\$30,000.00	0.00	10/29/12	11/06/12	20	\$25,500.00	\$30,000.00
Totals	20	\$25,500.00	\$30,000.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	11/03/12	11/04/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$300.00	P-1	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1		\$300.00		0.00				
N 2	KSHB	11/03/12	11/04/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$300.00	P-1	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1		\$300.00		0.00				
N 3	KSHB	11/03/12	11/04/12	Notre Dame Notre Dame	CM	Notre Dame	-----S-	:30	1	\$1,500.00	FX	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-		1		\$1,500.00		0.00				



KSHB-TV

Print Date: 11/05/12

Page 2 of 3

Contract / Revision **316726** Flight Dates **11/03/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:30:00

Advertiser **Majority PAC**

Product **Senate Majority Pac**

Estimate # **SMP Add**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	11/03/12	11/04/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$750.00		0.00			
N 5	KSHB	11/03/12	11/04/12	NBC Saturday Prime NBC Saturday Prime	CM	7-10p	-----S-	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$750.00		0.00			
N 6	KSHB	11/03/12	11/04/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$400.00		0.00			
N 7	KSHB	11/03/12	11/04/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$400.00	FX	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$400.00		0.00			
N 8	KSHB	11/03/12	11/04/12	NFL Game NFL Game	CM	7-1030p NFL Game	-----S	:30	1	\$7,500.00	P-1	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$7,500.00		0.00			
N 9	KSHB	11/03/12	11/04/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$1,200.00		0.00			
N 10	KSHB	11/05/12	11/06/12	M-F 430a-5a M-F 430a-5a	CM	430a-5a	MT-----	:30	1	\$50.00	P-1	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$50.00		0.00			
N 12	KSHB	11/05/12	11/06/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MT-----	:30	1	\$750.00	FX	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$750.00		0.00			
N 13	KSHB	11/05/12	11/06/12	Today Show Today Show	CM	7-9a	MT-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$950.00		0.00			
N 14	KSHB	11/05/12	11/06/12	Today Show II Today Show II	CM	9-10a	MT-----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$500.00		0.00			
N 15	KSHB	11/05/12	11/06/12	M-F 10-11a M-F 10-11a	CM	10-11a	MT-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$200.00		0.00			
N 16	KSHB	11/05/12	11/06/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MT-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$200.00		0.00			
N 17	KSHB	11/05/12	11/06/12	M-F 3-4p Jeff Probst show	CM	3-4p	MT-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$250.00		0.00			



KSHB-TV

Print Date: 11/05/12

Page 3 of 3

Contract / Revision **316726** Flight Dates **11/03/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:30:00

Advertiser **Majority PAC**

Product **Senate Majority Pac**

Estimate # **SMP Add**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 17	KSHB	11/05/12	11/06/12	M-F 3-4p Jeff Probst show	CM	3-4p	MT-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	MT-----					1	\$250.00		0.00			
N 18	KSHB	11/05/12	11/06/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$1,500.00		0.00			
N 19	KSHB	11/05/12	11/06/12	Mon 7-9p Mon 7-9p	CM	7-9p	M-----	:30	1	\$7,500.00	FX	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$7,500.00		0.00			
N 20	KSHB	11/05/12	11/06/12	Monday Prime C Monday Prime C	CM	9-10p	M-----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
N 21	KSHB	11/05/12	11/06/12	M-F Late News M-F Late News	CM	10-1035p	M-----	:30	1	\$2,500.00	FX	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$2,500.00		0.00			
Totals														20	\$30,000.00